



Blue Button  
**Download  
My Data**

## Non-Data Holders Pledge Next Steps


Non-Data Holders are those who do not manage or maintain consumer health data but have the ability to educate consumers about the importance of getting access to and using their health information.

 **Look** for our emails.

- As a Pledge member, you have been added to our listserv where we frequently inform members about upcoming webinars and events.

 **Spread** the word about Blue Button

- **Use the logo and phrase** “Blue Button” to describe health access to information through health IT. The Blue Button logo can be downloaded here: <http://goo.gl/gJjdv>. Please ensure that you follow our logo guidelines.
- **Link or embed** to our “Health IT for You” animated video ([www.healthit.gov/4uvideo](http://www.healthit.gov/4uvideo)) which helps communicate to your audience the benefits of health IT.
- Be on the look out for the release of our Public Service Announcement and the Hub which will help consumers find and use their health records.

 **Share** with ONC your fulfillment of the Blue Button Pledge ([pledgeIT@hhs.gov](mailto:pledgeIT@hhs.gov)), what you need from us to be successful, and consumer testimonials that we can highlight. We also encourage you to tweet your successes at **#BlueButton**.

## Additional steps you can take as a...



### Consumer Advocacy Organization

- Blog, tweet **#BlueButton**, and use other social media to talk to consumers about the importance of Blue Button and consumer engagement.
- Ask “data holders” like doctors and health plans to fulfill the Pledge on behalf of consumers.
- Help us better understand what consumers need through polls and surveys.



### State or Community

- Replicate the Blue Button Pledge Program in your region.
- Incorporate info about Blue Button into school health curriculum requirements.



### Academic/Researcher

- Help us figure out what’s working, what’s not, and how we can tailor health IT to meet the specific needs of diverse consumer populations.



### Entrepreneur or IT Developer

- Develop tools that receive structured data through Blue Button+.
- Use [Blue Button+ guidelines](#) to help people make their health information actionable.
- Use the PHR Model Privacy Notice. An updated one for personal health applications is coming soon.
- Participate in developer challenge competitions at [challenge.gov](http://challenge.gov)
- Get inspired by the winners of our challenge competitions and utilize their work which is part of the public domain.
- Use the Blue Button logo in your products.



### Employer

- Ask health plans you work with to offer Blue Button.
- Reward your employees using Blue Button to encourage full engagement in their health.